



Clients Forever Coaching Program

Clients Forever Coaching Overview

Desired Outcome:

The desired outcomes of the Clients Forever Coaching Program is for each participant to be in a position to live a life that they love and trust that they made the right decision to live that life!

One measure of the success of this outcome is the expectation that each participant will increase their production by a minimum of 24.6% within the next 6 months after completing the program

The second measurement of the desired outcome is that each participant will have the above mentioned increase in their production while only working 80% as many hours as they are currently working when they begin the program.

The third measurement of successfully accomplishing the desired outcome is that each participant is able (and WILLING) to take at least one week of vacation each quarter of the year.

The fourth measurement of the desired outcome is that the participant's relationships are more open and positive as evidenced by them spending more time with the people they love in a loving, affectionate, and positive environment.

The fifth measurement of the desired outcome is that each participant lives a balanced life which shows up in their ability to do the things they want, an increased willingness to spend time making a difference in their families and communities, and in their overall health and fitness.

Essential Information:

The Clients Forever Coaching Program consists of 12 telephone trainings.

Each call lasts 75 minutes give or take 15 minutes (60 to 90 minutes).

The coach calls the client.

Each call (other than the first one) consists of at least 6 elements:

1. A conversation about 3 of the best things that happened for the participant in the previous week.
2. A quote that is designed to provide insight about how to operate more effectively and/or more powerfully.

3. A review of the 3 assignments from the previous week (except session one which has no homework to report).
4. An experience/exercise that generates a more positive and profitable outcome in the area of business development.
5. An experience/exercise that generates a strengthening in self confidence, self esteem, initiative or follow through in the area of Personal Development.
6. An experience/exercise that improves the participants ability to get things done in a more timely and powerful manner in the area of Organizational Development.

Normally there are 3 assignments for the participant to do between each session.

Methodology:

The Clients Forever Coaching Program is a "spaced learning training program".

This means that on each phone call the participant will learn a new skill or be given a new way to improve on an old skill.

The skills are demonstrated by the trainer. The participant actually practices the new skill by doing the exercise with the trainer.

Most sessions include the background information that allows the participant to understand the reason the skill works the way it does.

Then the participant is given an assignment to actually apply the new skill or ability to their "everyday life".

During the next telephone call the participant is held accountable for having completed the assignment.

During the report the trainer reinforces the successes and addresses any areas where the new skill didn't work as well as expected. Of particular note is the observation that failures can be just as important as successes since failures usually help to identify attitudes, beliefs, and fears that may be impeding the client not just in the assigned area but in other areas of their life. It gives us a chance to dramatically strengthen other areas of the participant's life.

Then, the trainer builds on the results of the work in progress by layering a new skill or insight that increases the effectiveness of the participants. And, the process repeats itself.

They will also discover insights and epiphanies about thoughts, beliefs, and fears that have kept them from getting things done at a higher more effective level.

This process is similar to skill development in that there is an insight, epiphany, or new understanding that occurs each week.

The insight is followed by a discussion where the participant discovers how they have been operating up to the point of the insight and what this new understanding means in terms of personal relations, business effectiveness, and self confidence.

The participant is then given an assignment that is designed to solidify and expand on the insight so they learn to operate in their world with less fear, resistance, and cynicism.

Once again, on the next phone call they give a report about what they've observed happening in their interactions with the people in their life.

The trainer then builds upon the growth that has occurred by repeating the process at a higher level.

An Example:

This is an example of a skill development.

Session one - Business Development

The first Business Development exercise of the first session consists of "The Expectation Conversions". This conversation begins by acknowledging that the participant probably has a mental picture of what the ideal working relationship would be like with the trainer. And, the only way the trainer can hope to "fulfill that picture" is if the trainer understands what that picture looks like to the participant. With that in mind, the trainer asks the participant, "As you look at our coaching relationship, what do you have a right to expect of me?"

As the participant mentions their expectations of the trainer and the training, the trainer enters each expectation into a "Word" file. The trainer continues to ask for more expectations until the participant has emptied their mind of every expectation they can think of.

The trainer then asks, "Would you mind if I add a few more to your list?" The trainer then adds any expectations that the participant should have. This usually amounts to from 3 to 8 more expectations.

The trainer reads the entire list, negotiates any unrealistic expectations and then agrees to meet those expectations.

Next, the trainer asks the participant, "What do I have a right to expect from you?"

As the participant mentions their expectations of themselves the trainer lists them in the "Word" file. When the participant has mentioned every expectation they can think

of the trainer asks, "Do you mind if I add a few more." ?" The trainer then adds any expectations that are appropriate. This usually amounts to another 3 to 5 expectations.

If necessary the trainer negotiates any unrealistic expectations the participant may have of themselves. Once the list is complete the trainer asks if the participant agrees to live by those expectations.

The participants agree.

In the dialogue that follows the exercise the participant instantly recognizes that everything (expectations) is out "on the table." There is nothing being hidden from either of the people involved in the conversation. One significant result from experiencing the exercise is that both parties experience a heightened feeling of trust, understanding, and connection.

This begins to establish the "environment of validation" that is necessary in order to generate rapid behavioral change.

The discussion continues in the areas of:

- a. how most people want to look good,
- b. especially in the area of "being right"
- c. and how that shows up in "upsets"
- d. which escalate through 4 levels.
- e. and the single method for resolving upsets.
- f. including how to actually apply that method in the most important relationships in your life.

After the summary discussion involving all of the above ideas the participant is given the assignment to complete 3 Expectation Conversations in the next 7 days. They may use either method they have learned.

The results of the use of "The Expectation Conversation" tend to be excellent. Although the method doesn't always go as smoothly as one might want (at first) it doesn't take long for each person to become quite skilled at the conversation.

One client in Dallas TX salvaged an existing client and enrolled 2 new Platinum clients with his first 3 applications of the questions. Another client used them as an employee review which allowed him to easily talk about behaviors his employee needed to alter. Another client was able to significantly alter their communications with their spouse.

The Overall Results

Personal Production may or may not jump during the initial 12 weeks of the coaching process. However, regardless of what happens in that Quarter the MINIMAL increase in production in the following 12 months has been 37.5 %. The maximum increase in the 12 months following the training has been 83%.

One client went from working 5 1/2 days a week to working between 12 and 20 hours a week with no loss of revenue.

One client had a record year, (# 1 in his Region), took off 7 weeks of vacation including 22 days in Europe, got engaged, and still rode his bike more than he ever had before.

One client got noticed by his company, received a promotion, and nearly doubled his income.

The Lagniappe

The current tuition for the initial 12 week coaching program is only \$9325.92. That is the current average income of my client's Ideal Clients. So, all we have to do is to assist an average coaching participant to get one new Ideal Client they wouldn't have gotten with out the coaching and the program pays for itself.

And, naturally there are clients whose average Ideal Client generates substantially less than this amount which means it may take as many as 3 or 4 new clients to pay for the program

A client may NOT pay the tuition in advance. Payment is only acceptable on a pay as you go basis. I charge a client's credit card after each scheduled phone call. That payment is currently \$777.16.

A CLIENT MAY QUIT THIS PROGRAM AT ANY TIME! Which means that each session HAS to be relevant and worth the value of the investment or a client will resign from the program!

If, after completion of the first session, a participant doesn't think the session was worth the normal tuition then they may resign from the program and no fee will be charged.

Each client has permission to have unlimited e-mail communication with the trainer.

Each client has permission to call the trainer about special challenges, problems, or concerns any time they want. If it turns out that the client is calling too often it is the trainer's responsibility to communicate that and to negotiate a mutually satisfactory solution.

References

You can talk to any and all of my current clients or former clients. All you have to do is ask!